



ARIZONA CHARTER SCHOOLS: 2024

30 Years Strong

Elevating public education for three decades



EXCELLENCE. INNOVATION. OPPORTUNITY.

30 Years of Arizona Charter Schools: A Celebration



Charter schools began with the purpose of transforming public education by establishing independent schools of choice that would lead to results for students. Yet before the word “charter” was associated with a particular school model – the term “chartering” – was an invitation of hope for communities, educators and families to reimagine public schools that would give every student the personalized approach to learning they deserve.

Thirty years ago – and now – chartering represented the possibility that every parent in every community can send their children to the school that’s best for them. It promised that every educator inspired to the calling of public service could be empowered to be creative in the classroom and school community. Chartering was intended to give schools the authority and the responsibility decision-making authority and responsibility to make decisions locally, making them accountable and responsive to the community.

In June 1994, Arizona became the eleventh state in the nation to enact a charter school law, creating a new type of public school with a contract or “charter” to help strengthen our state’s public education system through educational choices now fundamental to Arizona families. The following year, in 1995, 67 public charter schools opened with a combined enrollment of fewer than 8,000 students. These schools expanded across the state and were authorized by school districts, the Arizona State Board of Education and the Arizona State Board for Charter Schools.

Charter schools eliminated barriers to quality schools based on zip code, income or ability level. Today, around 13,000 passionate teachers serve 230,000+ students enrolled in 560+ charter schools across the state representing over 20 percent of total public school enrollment.

We are excited to celebrate 30 years of charter schools transforming public education across the Grand Canyon State with a commitment to equity and opening the doors of opportunity for more families. We are also grateful to the pioneers of the charter school movement and today’s innovative teachers, school leaders, students, and advocates who, for the past thirty years, have shaped a thriving charter school community for Arizona’s families.

JOIN THE ONLINE CELEBRATION

RESOURCES FOR DIGITAL OUTREACH

Overview

Social media is an important tool that connects you with your audiences (e.g. parents, partners, allies, legislators, authorizers, etc.) enabling you to share information about your organization, who you serve, your results and other updates – while also engaging your community and encouraging them to take action, for example, invites to Charters at the Capitol, school recruitment efforts. *This toolkit includes recommendations for how to amplify your messages and engage your audiences in your social media efforts.*

Please join the #30YearsStrong conversation with the [Arizona Charter Schools Association](#) and [Arizona State Board for Charter Schools](#)! If you would like to share any plans you have for celebrating the #AzCharters30Years with us, please reach out to Johanna Medina, Arizona State Board for Charter Schools, at Johanna.medina@asbcs.az.gov

Leverage Your Online Community

- Charter public school teachers, staff, students and families are the most passionate and vocal advocates for the work our schools do. Make them aware of, and get them involved in, your efforts.
- Ask teachers, staff, students, and families to use their personal social media profiles (Facebook, Instagram, YouTube, X, blogs, etc.) to promote their charter school experience.
- If you have a calendar feature on your school website, use it. Complete descriptions are also effective in letting the public know what's going on at your school.
- Ask your social media followers to share their favorite thing about your charter school, or about a favorite teacher, administrator, learning experience, etc. and tag your school/organization.
- Encourage your school community to engage with your social media posts with likes, shares and re-posts
- Tag the Arizona State Board for Charter Schools (@AzCharterBoard), the Arizona Charter Schools Association (@AzCharters), the National Alliance for Public Charter Schools (@charteralliance), lawmakers, and use the hashtag #30YearsAzCharters #AzCharters #30YearsStrong

General Tips

- Use the 30th anniversary as a supporting point or hook to weave in other relevant topics impacting your students and/or community.
- Share positive school stories, calls to action, trending content and news about broader education issues to increase awareness of and support for charter schools and boost engagement among your audiences.
- Be succinct. For more guidelines, see these recommendations from [Sprout Social](#).
- Remember to engage your audiences. Interact with your audiences (e.g., share, like, follow, re-tweet their content) and respond to comments when appropriate.
- Use consistent hashtags including #AzCharters #AzChartersChangingLives **for general posts** and #AzCharters30Years or #30YearsStrong **to celebrate and amplify the 30th anniversary message.**



SCHOOL COMMUNICATIONS

Key Information to Share

- Communicate your school's mission, who you serve, how your school is unique, and that you're opening/growing to meet demand (if applicable).
- The year the charter school legislation passed in Arizona (1994)
- The number of students served in your school and number of teachers educating them.
- Your school's student demographics.
- Your school's student performance data.
- The students your school serves.
- School events taking place during the 30th year celebration
- Nationally, there are over 3.7 million public school students attending around 8,000 charter public schools across the country.

Below are sample posts your schools/organizations can use, and that can also be shared on your personal social media channels.

Charter 101 Messages

- Did you know charter schools are public, free and open to all students regardless of zip code, race, ethnicity, income or ability level? Learn more here (insert link to website)
#AzCharters30Years
- Charter schools are an important part of the public education system and reflect the diversity of the communities they serve. #AzCharters #AzCharters30Years
- There are no tests, entrance exams or other special requirements for admission to a charter school. #AzCharters
- At XX School), we give passionate teachers flexibility - free from bureaucracy - to teach creatively & deliver individualized ed every student deserves. (insert specific example here or in next post) #AzCharterSchools
- #AzCharters represent the possibility that all parents in every community can send their kids to the school that's best for them. #30YearsStrong
- #AzCharters are transforming public ed in Arizona since 1994. Thank you to all the legislators who helped pass our charter law & for giving families access to great public education opportunities! #30YearsStrong
- #AzCharters help unlock public education opportunities for families & allow educators and community members to hold our public education system accountable for making quality education available to all! #30YearsStrong

JOIN THE CELEBRATION

#30YEARSSTRONG

SOCIAL MEDIA GRAPHICS

Below are the 30 Year Celebration Graphics for you to use on your school websites, letterhead or social media pages. Download here.

To use the color palette in your communications, here are the color codes are:

Cream background: #fff3e0

Blue: #2a9acf

Orange: #f26c22

[Click here](#) to Download graphics

